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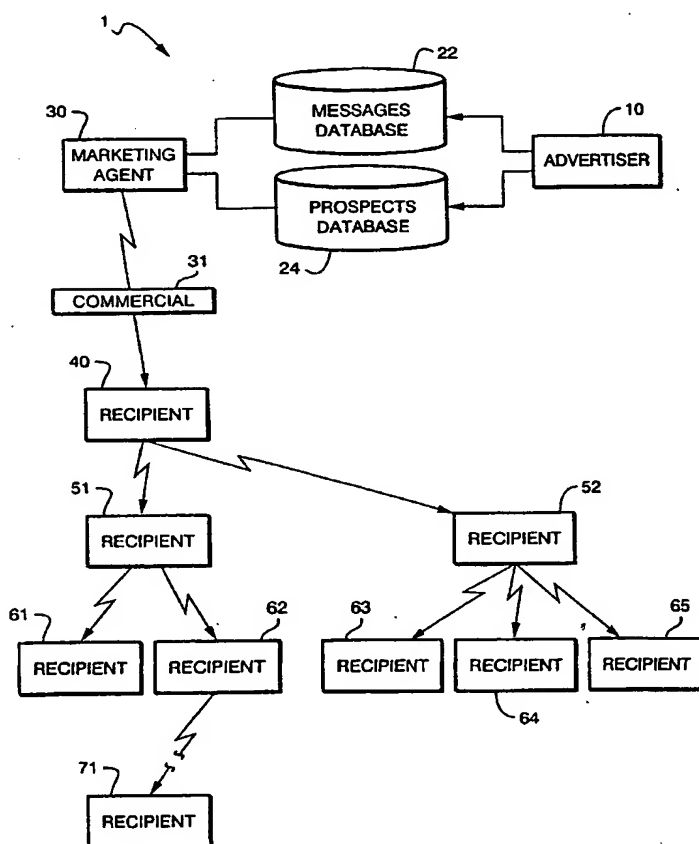
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(54) Title: SYSTEMS AND METHODS OF VIRAL MARKETING



(57) Abstract: Methods and systems of viral marketing track the forwarding of commercial messages (31) by recipient (40), and rewards them for doing so. Preferred commercial messages (31) comprise advertisements such as may be found in traditional print or broadcast media, and may be co-branded. The subject matter of the commercials (31) can be virtually anything, from consumer products to political concepts. Messages can be sent to the recipients (40) in any suitable form, including e-mail, and may be forwarded intact, or modified or supplemented by the recipient (40). Rewarding can be accomplished in any suitable manner, as for example by providing redeemable points or e-money. Rewards may vary according to any number of factors, including the number of forwards executed by the recipient, and the number of subsequent generations of forwards spawned by the recipient (40). Reports summarizing the rewards and/or forwarding history may be provided to advertisers (10), recipients (40), or others.